

**PROCEEDINGS OF THE BROWN COUNTY
EDUCATION & RECREATION COMMITTEE**

Pursuant to Section 19.84 Wis. Stats., a regular meeting of the **Brown County Education & Recreation Committee** was held on Wednesday August 15, 2013 at in Room 200, Northern Building, 305 E. Walnut Street, Green Bay Wisconsin.

Present: Vice Chair Van Dyck, Supervisor Campbell, Supervisor Williams, Supervisor Hoyer
Excused: Chair Vander Leest
Also Present: Rolf Johnson, Doug Hartman, Neil Anderson, Scott Anthes

I. Call to Order.

The meeting was called to order by Vice Chair Van Dyck at 6:35 p.m.

II. Approve/Modify Agenda.

Motion made by Supervisor Campbell, seconded by Supervisor Hoyer to approve. Vote taken.

MOTION CARRIED UNANIMOUSLY

III. Approve/Modify Minutes of July 1, 2013.

Motion made by Supervisor Hoyer, seconded by Supervisor Williams to approve. Vote taken. **MOTION CARRIED UNANIMOUSLY**

Comments from the Public None

1. Review minutes of:

- a. Library Board (June 20, 2013).

Motion made by Supervisor Campbell, seconded by Supervisor Williams to receive and place on file. Vote taken. **MOTION CARRIED UNANIMOUSLY**

Museum

Motion made by Supervisor Hoyer, seconded by Supervisor Campbell to suspend the rules, and put together items 2-5. Vote taken. **MOTION CARRIED UNANIMOUSLY**

2. Attendance and Admissions – July, 2013.

3. Attendance – 5 Year Span

4. Sales Report.

5. Marketing Survey Report.

Museum Director, Rolf Johnson handed the Committee a Budget Report (attached).

Motion made by Supervisor Williams, seconded by Supervisor Hoyer to receive and place on file. Vote taken. **MOTION CARRIED UNANIMOUSLY**

6. Resolution re: To Appropriate Excess Fund Balance for Museum Planning.

Johnson shared he was appreciative of the dialog exchanged in last month's meeting; it has helped him sharpen his case a little more.

Johnson shared he was open for more questions, and expressed his desire for the Committee to support the plan.

Vice Chair Van Dyck asked if Johnson changed the scope of what the \$100,000 is going to be for. Johnson answered they didn't change it, more so, they bundled it. They've taken various activities and pulled them together for a Master Plan, and are creating a better alignment of their elements. He and his staff want to bring in 100,000 people a year, and are looking at ways to increase their membership. Ideally they want to move towards a privatization institution, and are hoping the private sector will understand what they are trying to do.

Johnson stated that he does feel that replacing the permanent exhibit is part of the plan to bring more people through the doors.

The foundation is in the loop, they understand the need, and they have their board meeting on Tuesday.

The question is still there if there is going to be a Cultural Campus, but in the meantime, Johnson reminded the committee he was hired to transform the museum, in order for him to do that, he needs to look at other opportunities, and start planning now.

Van Dyck said he still doesn't support the resolution, but would be willing to support a portion. Looking at it from a business perspective; it has had financial problems that need to be addressed. Part of this to him is the confusion of talking about an expansion when it's unknown if the exhibit will be in business tomorrow, it seems a little backwards. He supports the study of the business plan to go forward to present and convince how it will be buyable, and if convincing, then fine, another 50,000- 60,000 or so could be worked out for the permanent study. Van Dyck questioned spending 50,000 to replace the exhibit when there are serious questions about the operability of the museum on a long term basis. To him, those need to be answered first.

Johnson said he understands and respects the opinion of the committee, and that is why he is now characterizing this now as a "Master Plan", which will emphasis more on issues Van Dyck has addressed.

The resolution was passed at the last Administration Committee meeting, and will be represented at the full County Board meeting.

Motion made by Supervisor Williams, seconded by Supervisor Hoyer to approve. Vote taken. MOTION FAILED – 2 ayes/ 2 nays. Ayes: Supervisor Williams and Supervisor Hoyer | Nays: Supervisor Van Dyck and Supervisor Campbell

7. **Budget Adjustment 13-63: Category 4: Interdepartmental reallocation or adjustment (including reallocation from the County's General Fund).**

Motion made by Supervisor Hoyer, seconded by Supervisor Williams to approve. Vote taken. MOTION FAILED - 2 ayes/ 2 nays. Ayes: Supervisor Williams and Supervisor Hoyer | Nays: Supervisor Van Dyck and Supervisor Campbell

8. **Director's Report.**

Johnson shared his Director's Report in summary:

Museum Planning: goals are to attract more visitors by 2015, and more members by 2016, leverage museum's centennial in 2015 to launch major capital campaign and related fundraising, create new updated exhibit, and adopt a more sustainable model for the museum.

Centennial Planning: underway, VIP "Kick-Off" is on September 10. Distributed to the committee were "save the date" cards. Influential people invited to represent the 100 years. Presenting the vision and where they would like to take it.

Exhibits: arcade exhibit will run through September 2nd, it is doing well. Phase II Port of GB exhibit is going well, too.

Administration: job applications are in review for the new position at the museum. Structural changes have been made to the table of organization. They are in the process of interviewing an assistant director, education specialist, and assistant curator. Collections manager has been rehired. Goal is that by the end of August, early September to fill the positions.

Cultural Campus: no major update.

Governing Board: did not meet in July, but will meet August 12.

Neville Public Museum Foundation: continuing internal work on meeting 2013-2014 fundraising targets for exhibits and programs.

Misc.: the session, "Downtown Master planning" took place on June 27. Tall Ships Festival is August 16-18, outdoor (attached). "Packers Heritage Trail" map has been installed. Museum hasn't been much involved in Tall Ship, but will be much more involved in this festival.

Supervisor Campbell shared she enjoyed the WIXX Night of the 80's Arcade, it was well done and the family interaction was good to see.

Johnson feels strong they are going to exceed their revenue target \$1,750.00, and try to at least double that amount next year.

In regards to addressing "skin in the game" to the County Board, Van Dyck asked Johnson if the \$100,000 is spent for the plan, and the study is done for the permanent exhibit and it concludes that 2 million needs to be spent on a permanent exhibit... is there an expectation that the County has to invest in that as well? Johnson, answered, no, the foundation raises all the money for the exhibit. Working with the private sector is Johnson's specialty and capitol campaign will help with that, too.

Johnson added that if they want to privatize, County should get out of the museum business, although maintain collections and public trust with a baseline support. Johnson can work hard and effectively with the foundation to bring in the private dollars, which is what he's already doing.

Van Dyck asked if the \$19,000 JEM grant was just for the Arcade Exhibit advertising. Johnson answered that was correct, to advertise across the state.

Motion made by Supervisor Hoyer, seconded by Supervisor Williams to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

Park Management & New Zoo

9. Parks Budget Status Financial Report for June, 2013.

Motion made by Supervisor Hoyer, seconded by Supervisor Williams to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

10. Action to approve new private access for Reforestation Camp.

Assistant Park Director, Doug Hartman shared they have neighbors that are trying to park in the Reforestation Camp. To make it easier for these neighbors, they want to create an opening in the fence. This makes sense rather than have the neighbors drive miles to the entrance.

They will need to apply and get it approved through the County Board, after that they will just need to do an annual County Board approval.

Motion made by Supervisor Williams, seconded by Supervisor Campbell to approve. Vote taken.

MOTION CARRIED UNANIMOUSLY

11. Budget Adjustment No. 13 – 68: Category 2: Change in any item within Outlay account which requires the reallocation of funds from any other major budget classification or the reallocation of Outlay funds to another major budget classification.

Hartman shared the model they chose came in under \$5,000. They will have to do a budget adjustment.

Motion made by Supervisor Hoyer, seconded by Supervisor Campbell to approve. Vote taken.

MOTION CARRIED UNANIMOUSLY

12. Budget Adjustment No. 13 – 69: Category 5: Increase in expenses with offsetting increase in revenue.

Regarding the boat launch at Bay Shore Park, Hartman said they've done engineering and construction estimates. They have about 4 bids on contractors.

Complaints have come in about the water levels, they're getting very low. They need to get going on the process, they're asking for the transfer to go into the outlay account, which has about \$400,000.

Bay Shore is a very well used boat launch, therefore needs to be worked on right away, and Suamico boat launch will be next.

Motion made by Supervisor Campbell, seconded by Supervisor Williams to approve. Vote taken.

MOTION CARRIED UNANIMOUSLY

13. Parks Division - Assistant Director Report.

Shared was the tragic accident that occurred in a natural area last week. Hartman said they are cautioning others of the dangers that could occur. Addressed were two of the six tornados that came into the area. Lilly Lake had a couple of trees down and a bunch of branches all over. 3 miles of the Fox River Trail, that area had branches all over the roads. Staffs were able to clean it up right away, and there were no structural damages.

Van Dyck complemented the efforts that the Parks Department did to clean up the branches on the roads off the trail towards Wrightstown.

The Fair is in full swing, Hartman's team have their tent set up there. The weather is great, no rain; attendance should be looking great, too. Supervisor Campbell and Van Dyck shared they were at the Fair for the "Brown County's Supervisor Day at the Fair".

Hartman extended his invitation, which was also emailed to Supervisors, for the Habitat Project. They are hoping for future doors to open, and successful operations.

Motion made by Supervisor Williams, seconded by Supervisor Campbell to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

14. Zoo Budget Status Financial Report for June, 2013.

Motion made by Supervisor Hoyer, seconded by Supervisor Campbell to suspend the rules, and put items 14 through 16a-d together. Vote taken. MOTION CARRIED UNANIMOUSLY

15. Zoo Budget Status Financial Report for July, 2013

16. Operations Reports for June and July, 2013.

- a. i. Admissions, Revenue, Attendance Report.
- ii. Gift Shop, Mayan Zoo Pass Revenue Report.
- b. NEW Zoo Education & Volunteer Programs Reports for May and June, 2013.
- c. Zoo Animal Collection Report for June and July, 2013.
- d. Zoo Director's Report.

NEW Zoo Director, Neil Anderson shared "Feast with the Beasts" event had around 1100 guests, weather was good.

Visitor Center's roof looks fantastic, black top work will be in the process soon, fencing in the children's area will be done during September when kids are in school. Added were new fountains to some of the exhibits, they are working on the interactive map; it'll have videos, sites you can click on, and an app to go along with it.

Anderson shared they received a Certificate of Excellence this year again.

Shared with a committee was a sign created that list facts about the NEW Zoo to create support (attached). The Zoo plans to create this large and cute sign, and plans to have it up in a couple of weeks.

The contract with a firm for the Zip Line is almost finished to sign, in the next couple of days. The line is about 1025 ft. long. There is an adult and child challenge course in plans as well. The completion of these projects (not in operation until next year) will be sometime this November. During that time, they will be training staff. They are looking at the possibility of adding a building for the Ski Program, and another for the Mountain Bike Program, orientation area, and possibly some classrooms.

Recommended was checking out Ski Sales. The dates aren't certain for the sales, and it might be a little early yet.

Motion made by Supervisor Williams, seconded by Supervisor Hoyer to receive and place on file items 14 through 16a-d. Vote taken. MOTION CARRIED UNANIMOUSLY

Golf Course

17. Budget Status Financial Report for June, 2013.

Motion made by Supervisor Hoyer, seconded by Supervisor Williams to approve. Vote taken. MOTION CARRIED UNANIMOUSLY

18. Approve request from Thomas Paplham to purchase a bench in memory of long time Brown County Golfer Bob Prieto.

Golf Course Superintendent, Scott Anthes received a note stating interest in purchasing a bench. The course does have benches out there with names, for the cost around \$400.

Motion made by Supervisor Campbell, seconded by Supervisor Hoyer to approve. Vote taken. MOTION CARRIED UNANIMOUSLY

19. Superintendent's Report.

Anthes shared his Golf Course Report. In summary: Trout Creek Project is finished. They met with Supervisor Van Dyck and Parks and Planning about the extra land. If given the choice, Van Dyck asked Anthes if he were to choose between having \$300,000 to spend on the Golf Course or to have a driving range, which he would rather have. Anthes answered he would rather increase the Golf Course. The Golf Course Project should be finished by Tuesday; there are only a few more greens to finish. Anthes presented some pictures of the gradual process of the greens (attached). The committee should be receiving weekly updates. The project started off slow, but boomed. Anthes shared he's very pleased with the contractors, and highly recommends their service. The rates are \$18 for 18 holes, or \$9 for 9 holes, which is very good, and they are looking at putting in an ad in a paper. Coming up is the Children's Charity. Usually raised is around \$60,000 for a local children's charity. This year's charity is Casa, funding goes to NWTTC Scholarships, too for tuition. Money isn't begged on the course, it's for charity, it's nice and quick, there is dinner and a presentation, and Packers players that show up and sign autographs. It's a good event for a good cause.

Anthes addressed a rumor going around; they did not cut around 150 trees, they've cut maybe 15 trees only.

Motion made by Supervisor Campbell, seconded by Supervisor Williams to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

Library

20. Budget Status Financial Report for June, 2013

Motion made by Supervisor Hoyer, seconded by Supervisor Campbell to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

21. Library Report.

Motion made by Supervisor Campbell, seconded by Supervisor Williams to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

Resch Centre/Arena/Shopko Hall - No agenda items

Other

22. Audit of bills.

No action taken.

23. Such other matters as authorized by law. None

24. Adjourn.

Motion made by Supervisor Hoyer, seconded by Supervisor Williams to adjourn at 6:40 p.m. Vote taken. MOTION CARRIED UNANIMOUSLY

Respectfully submitted,

Blaire Xiong
Recording Secretary



Budget by Account Classification Report

Through 07/31/13

Prior Fiscal Year Activity Included
Summary Listing

Account Classification	Budget	Amendments	Budget	Transactions	Encumbrances	Transactions	Transactions	Rec'd	Prior Year Total
Fund 100 - GF									
REVENUE									
Property taxes	816,264.00	.00	816,264.00	68,022.00	.00	476,154.00	340,110.00	58	882,104.04
Intergovernmental	47,017.00	.00	47,017.00	2,119.09	.00	19,765.74	27,251.26	42	29,567.74
Charges for sales and services	190,526.00	.00	190,526.00	10,236.00	.00	57,350.10	133,175.90	30	108,780.76
Miscellaneous revenue	2,000.00	.00	2,000.00	.00	.00	5,993.16	(3,993.16)	300	750.00
Rent	8,650.00	.00	8,650.00	1,388.00	.00	5,513.00	3,137.00	64	11,493.00
Contributions	113,200.00	.00	113,200.00	172.75	.00	32,841.59	80,358.41	29	186,362.04
Transfer in	.00	3,910.00	3,910.00	.00	.00	3,910.00	.00	100	94,354.00
REVENUE TOTALS									
	\$1,177,657.00	\$3,910.00	\$1,181,567.00	\$81,937.84	\$0.00	\$601,527.59	\$580,039.41	51%	\$1,313,411.58
EXPENSE									
Personnel services	445,946.00	3,910.00	449,856.00	29,913.21	.00	238,121.12	211,734.88	53	455,075.98
Fringe benefits and taxes	179,820.00	.00	179,820.00	12,770.99	.00	93,122.32	86,697.68	52	180,916.56
Employee costs	650.00	.00	650.00	.00	.00	.00	650.00	0	800.65
Operations and maintenance	44,693.00	.00	44,693.00	3,602.83	.00	28,309.61	16,383.39	63	52,088.62
Insurance costs	.00	.00	.00	.00	.00	.00	.00	+++	.00
Utilities	78,900.00	.00	78,900.00	7,835.52	.00	43,170.99	35,729.01	55	72,296.24
Chargebacks	262,647.00	.00	262,647.00	17,810.66	.00	147,989.13	114,657.87	56	255,931.10
Contracted services	60,000.00	.00	60,000.00	7,511.44	.00	46,530.36	13,469.64	78	80,318.70
Other	105,001.00	.00	105,001.00	.00	.00	34,278.53	70,722.47	33	185,295.42
Outlay	.00	.00	.00	.00	.00	.00	.00	+++	(356.12)
Transfer out	.00	.00	.00	.00	.00	.00	.00	+++	8,500.00
EXPENSE TOTALS									
	\$1,177,657.00	\$3,910.00	\$1,181,567.00	\$79,444.65	\$0.00	\$631,522.06	\$550,044.94	53%	\$1,290,867.15
Fund 100 - GF Totals									
REVENUE TOTALS									
	1,177,657.00	3,910.00	1,181,567.00	81,937.84	.00	601,527.59	580,039.41	51	1,313,411.58
EXPENSE TOTALS									
	1,177,657.00	3,910.00	1,181,567.00	79,444.65	.00	631,522.06	550,044.94	53	1,290,867.15
Fund 100 - GF Totals									
	\$0.00	\$0.00	\$0.00	\$2,493.19	\$0.00	(\$29,994.47)	\$29,994.47		\$22,544.43
Grand Totals									
REVENUE TOTALS									
	1,177,657.00	3,910.00	1,181,567.00	81,937.84	.00	601,527.59	580,039.41	51	1,313,411.58
EXPENSE TOTALS									
	1,177,657.00	3,910.00	1,181,567.00	79,444.65	.00	631,522.06	550,044.94	53	1,290,867.15
Grand Totals									
	\$0.00	\$0.00	\$0.00	\$2,493.19	\$0.00	(\$29,994.47)	\$29,994.47		\$22,544.43

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BAYLAKE BANK
TALL SHIP FESTIVAL
 AUGUST 16-18
 9AM-5PM
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YOU ARE INVITED TO THE



**DEDICATION OF THE GREEN BAY PACKERS PROJECT
AT THE BARKHAUSEN WATERFOWL PRESERVE**

• **THURSDAY AUGUST 22 AT 11:00 AM** •

WEST SHORES INTERPRETIVE CENTER AT
THE BARKHAUSEN WATERFOWL PRESERVE

2024 LAKE VIEW DRIVE, SUAMICO, WI 54173

In January 2013 the Green Bay Packers made a generous gift to Ducks Unlimited for Restoration and enhancement of Waterfowl and Northern Pike Habitat at the Barkhausen Waterfowl Preserve. This project was made possible through the cooperative efforts of the Green Bay Packers, Brown County, U.S. Fish and Wildlife Service – Coastal Program, and Ducks Unlimited.

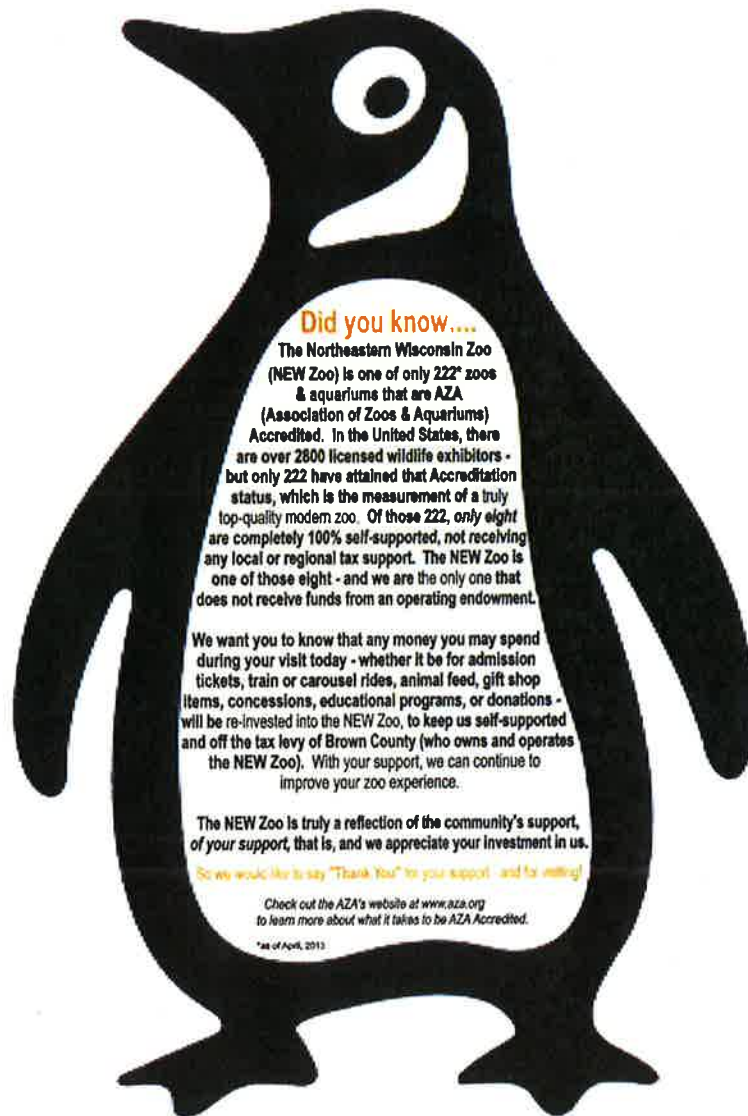
Please join Ducks Unlimited leadership, including DU CEO Dale Hall, to celebrate this conservation effort with the Green Bay Packers and reaffirm DU's commitment to the overall health of the Great Lakes Watershed. This project will not only benefit waterfowl, but other wildlife and the people of Northeast Wisconsin.



H. Dale Hall is the Chief Executive Officer of Ducks Unlimited Inc. Mr. Hall joined the 76-year-old conservation organization in May 2010, bringing with him a vast expanse of conservation knowledge and experience. Prior to joining Team DU, Mr. Hall spent 30 years with the U. S. Fish and Wildlife Service, with the last four as its director, appointed by President Bush.



Mark Murphy is the Packers' President and CEO. Under Murphy's guidance, the organization continues to rank as one of the NFL's premier franchises, with highly successful operations both on and off the field. On the field, the team has compiled a 46-24 overall record, made three straight playoff appearances and earned a victory in Super Bowl XLV. Off the field, the club continues to perform well in its business efforts, which allows the organization to support football operations. The fan experience at Lambeau Field, a top priority for the organization, continues to be ranked among the best in sports.



Did you know....

The Northeastern Wisconsin Zoo (NEW Zoo) is one of only 222 zoos & aquariums that are AZA (Association of Zoos & Aquariums) Accredited. In the United States, there are over 2800 licensed wildlife exhibitors - but only 222 have attained that Accreditation status, which is the measurement of a truly top-quality modern zoo. Of those 222, only eight are completely 100% self-supported, not receiving any local or regional tax support. The NEW Zoo is one of those eight - and we are the only one that does not receive funds from an operating endowment.

We want you to know that any money you may spend during your visit today - whether it be for admission tickets, train or carousel rides, animal feed, gift shop items, concessions, educational programs, or donations - will be re-invested into the NEW Zoo, to keep us self-supported and off the tax levy of Brown County (who owns and operates the NEW Zoo). With your support, we can continue to improve your zoo experience.

The NEW Zoo is truly a reflection of the community's support, of your support, that is, and we appreciate your investment in us.

So we would like to say "Thank You" for your support - and for visiting!

Check out the AZA's website at www.aza.org to learn more about what it takes to be AZA Accredited.

*as of April, 2013

#2 GREEN 8-2-13



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8-8-13

#26200



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8-11-13

#2 GREEN



H5 GREEN 8-15-2013



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